

San Diego & Imperial RNN						
Reach of Channel Utilization for Federal Fiscal Year 05						
Channels utilized for services provided						
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005			
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies		
RNN CONTRACTS	1	100%	1	100%		
CHANNELS						
Community Clinics	Yes		Yes			
Community Youth Organizations	Yes		Yes			
Faith/Church	Yes		Yes			
Farmers' Markets/Flea Markets	Yes		Yes			
Festivals	Yes		Yes			
Food Closets/Food Pantries	No		No			
Food Stamp Offices	Yes		Yes			
Grocery Stores/Supermarkets	Yes		Yes			
Head Start	No		No			
Healthcare Facilities	No		No			
Healthy Start/First Five Commissions	No		No			
Indian Tribal Organizations	No		No			
Internet/Web	Yes		Yes			
Other Community Based Organizations	Yes		Yes			
Parks, Recreation Centers	Yes		Yes			
Print	Yes		Yes			
Public Health Department	Yes		Yes			
Radio	Yes		Yes			
Restaurants/Diners/Catering Trucks	Yes		Yes			
Schools (K-12)/School Districts	Yes		Yes			
Senior Centers	No		No			
Soup Kitchens/Congregate Meal Sites	No		No			
Television	Yes		Yes			
Universities, Community Colleges	No		No			
University California Cooperative Extensions	Yes		Yes			
Web/Other Media	No		Yes			
WIC Sites	Yes		Yes			
Worksites/Employers/Labor Groups	Yes		Yes			
Other	No		No			
RNN TOTALS						

**San Diego & Imperial RNN**  
**Reach of Media Advertising Efforts for Federal Fiscal Year 05**

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>RNN CONTRACTS</b>	<b>1</b>		<b>1</b>			
<b>TV</b>						
paid TV ads	0	0	0	0	0	0
free TV ads	0	0	0	0	0	0
<b>Radio</b>						
paid radio ads	0	0	0	0	0	0
free radio ads	0	0	0	0	0	0
<b>Print</b>						
paid ads placed	0	0	0	0	0	0
<b>Outdoor</b>						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	0	0	0	0
<b>RNN TOTALS</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

Consumer Impressions may be duplicate counts

**San Diego & Imperial RNN**  
**Reach of Public Relation Efforts for Federal Fiscal Year 05**

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>RNN CONTRACTS</b>	<b>1</b>		<b>1</b>			
<b>TV</b>						
# Agencies that submitted media alerts or tip sheets to TV	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	10	n/c	75	n/c	85	n/c
# Agencies that submitted press releases	0	n/c	0	n/c	0	n/c
# press releases submitted	0	n/c	0	n/c	0	n/c
TV stories aired from releases	0	n/c	15	n/c	15	n/c
Total TV interviews conducted	10	n/c	25	n/c	35	n/c
TV stories from interviews	10	1,175,000	25	2,814,000	35	3,989,000
<b>Total number of TV inputs</b>	<b>31</b>	<b>1,175,000</b>	<b>141</b>	<b>2,814,000</b>	<b>172</b>	<b>3,989,000</b>
<b>Radio</b>						
# Agencies that submitted media tip sheets to radio	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	8	n/c	25	n/c	33	n/c
# Agencies that submitted press releases	0	n/c	0	n/c	0	n/c
# Press releases submitted to radio	0	n/c	0	n/c	0	n/c
Radio Stories from releases	0	n/c	3	n/c	3	n/c
Total # radio interviews conducted	1	n/c	7	n/c	8	n/c
Total # radio interviews aired	3	9,000	7	1,251,000	10	1,260,000
<b>Total number of radio inputs</b>	<b>13</b>	<b>9,000</b>	<b>43</b>	<b>1,251,000</b>	<b>56</b>	<b>1,260,000</b>
<b>Print</b>						
# Agencies that submitted any tip sheets to newspaper	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	12	n/c	75	n/c	87	n/c
# Agencies that submitted press releases	1	n/c	1	n/c	2	n/c
# Press releases submitted to print	3	n/c	8	n/c	11	n/c
Total print stories printed	2	417,500	3	2	5	417,502
Interviews with print outlets	3	n/c	4	n/c	7	n/c
Print Stories from interviews	7	2,604,890	4	2,804,780	11	n/c
<b>Total number of print inputs</b>	<b>29</b>	<b>3,022,390</b>	<b>96</b>	<b>2,804,782</b>	<b>125</b>	<b>417,502</b>
<b>RNN TOTALS</b>	<b>73</b>	<b>4,206,390</b>	<b>280</b>	<b>6,869,782</b>	<b>353</b>	<b>5,666,502</b>

n/c = not collected

Consumer Impressions may be duplicate counts

**San Diego & Imperial RNN**  
**Reach of Media Advocacy Efforts for Federal Fiscal Year 05**

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>RNN CONTRACTS</b>	<b>1</b>		<b>1</b>			
# Feature Articles Submitted	1	n/c	6	n/c	7	n/c
Total Feature Stories Run	1	100,000	6	1,900,000	7	2,000,000
# Letters to Editor Submitted	0	n/c	1	n/c	1	n/c
Total Letters to the Editor Run	0	0	1	1,037,390	1	1,037,390
Total Editorial Board Meetings Attended	0	n/c	0	n/c	0	n/c
<b>RNN TOTALS</b>	<b>2</b>	<b>100,000</b>	<b>14</b>	<b>2,937,390</b>	<b>16</b>	<b>3,037,390</b>

n/c = not collected

Consumer Impressions may be duplicate counts

## Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reach of Sales Promotions Activities continued on the next page
Consumer Impressions may be duplicate counts

Consumer Impressions may be duplicate counts

San Diego & Imperial RNN  
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

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San Diego & Imperial RNN  
Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 4)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

<b>Reporting Period</b>	<b>October 1, 2004 - March 31, 2005</b>	<b>April 1, 2005 - September 30, 2005</b>	<b>Year Totals</b>			
<b>Activity</b>	<b>Number of Classes / Activities</b>	<b>Number of Participants (Consumer Impressions)</b>	<b>Number of Classes / Activities</b>	<b>Number of Participants (Consumer Impressions)</b>	<b>Total Number of Classes / Activities</b>	<b>Total Consumer Impressions</b>
<b>RNN CONTRACTS</b>	<b>1</b>	<b>1</b>				
<b>Classes and Trainings</b>						
# nut ed classes conducted	217	5,072	469	15,977	686	21,049
# provider training classes	6	71	37	166	43	237
# nutrition decathlon	0	0	70	4,210	70	4,210
# pa-nut class	1	26	2	36	3	62
# "other" classes	0	0	0	0	0	0
<b>Total Classes and Trainings</b>	<b>224</b>	<b>5,169</b>	<b>578</b>	<b>20,389</b>	<b>802</b>	<b>25,558</b>
Reach of Network Personal Sales Activities for RNNs on the following page						
Consumer Impressions may be duplicate counts						

San Diego & Imperial RNN  
 Reach Personal Sales for Federal Fiscal Year 05 (Page 2 of 4)

<b>Reporting Period</b>	<b>October 1, 2004 - March 31, 2005</b>		<b>April 1, 2005 - September 30, 2005</b>		<b>Year Totals</b>	
<b>Activity</b>	<b>Quantity Distributed</b>	<b>Consumer Impressions</b>	<b>Quantity Distributed</b>	<b>Consumer Impressions</b>	<b>Total Quantity Distributed</b>	<b>Total Consumer Impressions</b>
<b>RNN CONTRACTS</b>	<b>1</b>		<b>1</b>			
<b>Materials Distributed</b>						
<b>Newly Developed Materials</b>						
# curriculums and lessons developed	0	n/c	0	n/c	0	n/c
# promotional items developed	0	n/c	702	n/c	702	n/c
# other items developed	0	n/c	0	n/c	0	n/c
<b>Total Newly Developed Materials</b>	<b>0</b>	<b>n/c</b>	<b>702</b>	<b>n/c</b>	<b>702</b>	<b>n/c</b>
<b>Previously Developed Materials</b>						
# curriculums and lessons previously developed	0	n/c	0	n/c	0	n/c
# promotional items previously developed	0	n/c	0	n/c	0	n/c
# other items previously developed	0	n/c	0	n/c	0	n/c
<b>Total Previously Developed Materials</b>	<b>0</b>	<b>n/c</b>	<b>0</b>	<b>n/c</b>	<b>0</b>	<b>n/c</b>
<b>Other Nutrition Materials, Non-Network Produced</b>						
# Other Program curriculum previously developed	0	n/c	0	n/c	0	n/c
# Other Program promotional item previously developed	0	n/c	0	n/c	0	n/c
# Other Program other types of materials previously developed	0	n/c	150	n/c	150	n/c
<b>Total Other Nutrition Materials, Non-Network Produced</b>	<b>0</b>	<b>n/c</b>	<b>150</b>	<b>n/c</b>	<b>150</b>	<b>n/c</b>
n/c = not collected						
Reach of Network Personal Sales Activities for RNNs on the following page						
Consumer Impressions may be duplicate counts						



San Diego & Imperial RNN  
Reach Personal Sales for Federal Fiscal Year 05 (Page 3 of 4)

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
RNN CONTRACTS	1		1			
Food Stamp Materials						
Changing the Scene	0	n/c	0	n/c	0	n/c
Nutrition Nibbles	0	n/c	0	n/c	0	n/c
Fruits and Vegetables Galore	0	n/c	0	n/c	0	n/c
Other	0	n/c	0	n/c	0	n/c
Total Food Stamp Materials	0	n/c	0	n/c	0	n/c
n/c = not collected						
Reach of Network Personal Sales Activities for RNNs on the following page						
Consumer Impressions may be duplicate counts						

San Diego & Imperial RNN  
Reach Personal Sales for Federal Fiscal Year 05 (Page 4 of 4)

<b>Reporting Period</b>	<b>October 1, 2004 - March 31, 2005</b>		<b>April 1, 2005 - September 30, 2005</b>		<b>Year Totals</b>	
<b>Activity</b>	<b>Number of Websites</b>	<b>Internet Hits (Duplicate Count)</b>	<b>Number of Websites</b>	<b>Internet Hits (Duplicate Count)</b>	<b>Total Number of Websites</b>	<b>Total Internet Hits (Duplicate Count)</b>
<b>RNN CONTRACTS</b>	<b>1</b>		<b>1</b>			
<b>Internet</b>						
# Websites	2	370,379	2	410,803	n/a	781,182
<b>Total Internet</b>	<b>2</b>	<b>370,379</b>	<b>2</b>	<b>410,803</b>	<b>n/a</b>	<b>781,182</b>
<b>RNN TOTALS</b>	<b>226</b>	<b>375,548</b>	<b>1,432</b>	<b>431,192</b>	<b>1,654</b>	<b>806,740</b>
n/a = not applicable						

San Diego & Imperial RNN						
Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)						
Environmental change includes changes to the economic, social or physical environments.						
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005			
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies		
RNN CONTRACTS	1	100%	1	100%		
ENVIRONMENT						
Developed and maintained partnerships to work towards environmental change	Yes		Yes			
Developed/maintained school or community garden	No		No			
Encouraged restaurants and grocery stores to carry culturally appropriate foods and healthier choices	No		No			
Improved access and appearance of stairwells	No		No			
Improved food choices in cafeterias and worksites	No		Yes			
Improved transportation to and from markets	No		No			
Increased daily nutrition announcements, tips and posters in schools and worksites	Yes		Yes			
Increased distribution and access to fruits and vegetables in local stores	No		No			
Increased fruits and vegetables at group functions	Yes		Yes			
Increased lighting, paths, times to promote biking and walking	No		Yes			
Increased promotion of and access to information for federal food assistance programs	Yes		Yes			
Initiated/Implemented farmers' market, coop, CSA or other agriculture related environmental change	No		No			
Initiated/Implemented school salad bar program	No		No			
Limited access to high fat milk products	No		No			
Limited access to soda	No		Yes			
Limited access to unhealthy foods	No		Yes			
Made healthy snack carts available	No		No			
Replaced vending machine choices with healthier foods	No		Yes			
RNN TOTALS						
Policy, Systems & Environment changes continue on the next page.						

San Diego & Imperial RNN						
Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 2 of 2)						
Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.						
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005			
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies		
RNN CONTRACTS	1	100%	1	100%		
POLICY						
Adopt local policies that require sidewalks, bike paths and safe routes	No		Yes			
Establish policies that make after school programs are available and promote nutrition and physical activity	No		Yes			
Established commercial free schools	No		No			
Established policies about serving healthier foods at meetings or event	Yes		Yes			
Established policies regarding food stamps, food security or food banks	No		No			
Established policies that decreased unhealthy foods and beverages at schools	Yes		Yes			
Established policies that ensure implementation of physical education in K-12	No		No			
Established policies that require at least 50% of food in school food service are healthy options	Yes		Yes			
Established policies to encourage development of healthy food vendors	No		No			
Ratified rules to promote physical activity	No		No			
Worked with Farmers' Markets to increase participation in food assistance programs	No		No			
Worked with groups for policy agenda	No		Yes			
RNN TOTALS						

